



ACCESS.
ENGAGEMENT.
RESULTS.

2023 Media Kit

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ENGAGE WITH ELECTRIC COOPERATIVES,

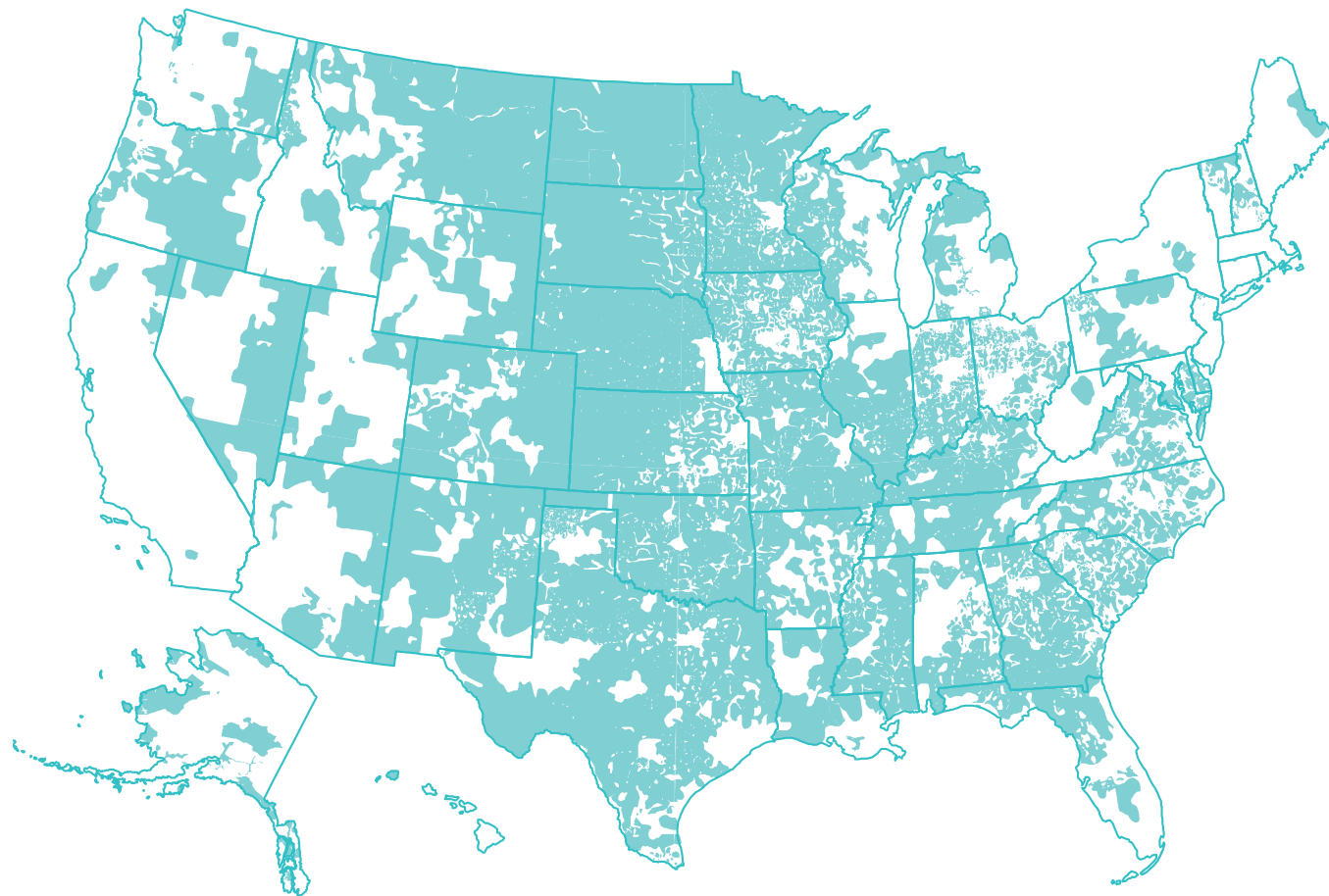
and you'll understand the true meaning of partnership. Electric cooperatives are local, member-owned energy and technology providers whose paramount mission is to enrich their communities with safe, reliable, affordable power. They embrace their role as stewards of our nation's critical infrastructure, investing billions of dollars annually to maintain and improve the equipment that serves 42 million consumer-members nationwide. Cooperatives are some of the most innovative, thoughtful and forward-looking leaders in the energy sector, and right now, they're managing unprecedented change as the electric industry is in the midst of a technological revolution. Cooperatives are also working together in consortiums to secure billions of dollars in new federal infrastructure funding, a years-long initiative that will have a profound impact on how co-ops maintain and modernization their grids.

NRECA reaches virtually every electric cooperative in America. By associating your brand with this trusted source of education, information and advocacy, you will become a partner in the co-op journey and have the opportunity to champion their future success.

63 generation & transmission cooperatives...

... power

56% of the nation's landmass.



Own and maintain **42%** (2.7 million miles) of U.S. electric distribution lines that serve our communities.

Serve **42 million** people across **2,600+** counties.

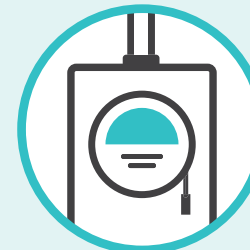
Power over **21 million** businesses, homes, schools and farms in 48 states.

Cooperatives are
HUBS OF INNOVATION



Broadband

More than 250 co-ops are developing or planning to deploy broadband services.



Smart Meters

78% penetration rate of AMI meters, compared to 63% for the rest of the industry.



Energy Storage

Co-ops have developed more than 65 energy storage projects.



Carbon Capture

Co-ops are leading or partnering in several carbon capture research projects.



GET A MARKET EXPERT BEHIND YOUR EFFORTS.

Our National Account Management team is the best resource to connect you with the co-op market. With more than 50 years of combined experience in the electric cooperative industry, our team can guide you to opportunities that will maximize your investment and get the results you need.

ASSOCIATE MEMBERSHIP

NRECA Associate Membership allows your company to become part of the cooperative network. By joining NRECA as an Associate Member, you are demonstrating your commitment to America's electric cooperatives and providing your company the best opportunity for visibility and engagement with them and NRECA.

NRECA Associate Member Benefits			
BENEFITS	PLATINUM (\$16,500/Year)	GOLD (\$9,500/Year)	SILVER (\$2,500/Year)
One complimentary attendee registration at NRECA's CEO Close-Up Conference	X		
One complimentary high-top table display at NRECA's CEO Close-Up Conference	X		
Discounts on <i>RE Magazine</i> print advertising (50% discount — maximum annual discount of \$8,500 for Platinum members and \$5,500 for Gold members)	X	X	
Discounts on TechAdvantage® Exhibit Space (50% discount — maximum annual discount of \$5,000 for Platinum members and \$2,500 for Gold members)	X	X	
VIP Lounge access at TechAdvantage®	X	X	
Access to cooperative employee contact information from NRECA's database for direct mail and email purposes (limit of 4,000 contacts per quarter)	X	X	
Access to cooperative employee contact information from NRECA's database for direct mail purposes (limit of 4,000 contacts per quarter)	X	X	X
Invitation to most NRECA events and webinars with a discounted member registration rate	X	X	X
Complimentary subscription to <i>RE Magazine</i>	X	X	X
Access to NRECA cooperative market demographic information	X	X	X
Priority booth space selection for the TechAdvantage® Expo	X	X	X
Opportunities to submit editorial content to <i>RE Magazine</i>	X	X	X
Listing in <i>RE Magazine's</i> Online Buyer's Guide	X	X	X
Print Listing in <i>RE Magazine's</i> Annual Buyer's Guide Issue	X	X	X
Listing in NRECA's Annual Membership Directory	X	X	X
NRECA Associate Member logo for use in print and digital advertising	X	X	X
NRECA's social media accounts will follow your company on Twitter	X	X	X

Visit electric.coop/associate-membership for more details.



THE POWER OF ENGAGEMENT

Drive engagement with electric cooperative decision-makers by advertising in NRECA's publications. As a trusted authority among America's electric cooperatives, we deliver business insights and highly relevant content to co-op CEOs, CFOs, CIOs, engineering, operations and IT professionals.

23K+
RE Magazine
print subscribers

66K+
NRECA News
e-newsletter
recipients

21K+
RE Magazine
e-newsletter
recipients

Unrivaled Reach.
Leadership Audience.
Powerful Platforms.

RE MAGAZINE — PRINT ADVERTISING

Since 1942, RE has been the publication of choice for electric cooperative decision-makers who want to stay ahead of industry challenges, developments and trends.

Subscriber Behavior

86% of CEOs read most issues¹

76% of subscribers read most issues¹

60% participate in purchasing action³

Readership Breakdown

92% Distribution Cooperatives, Public Power Districts and Public Utility Districts²

7% Generation and Transmission Cooperatives²

1% Statewide Organizations²

Reach

19,535 Average Qualified, Paid Subscribers²

44,930 Pass-Along Readership³

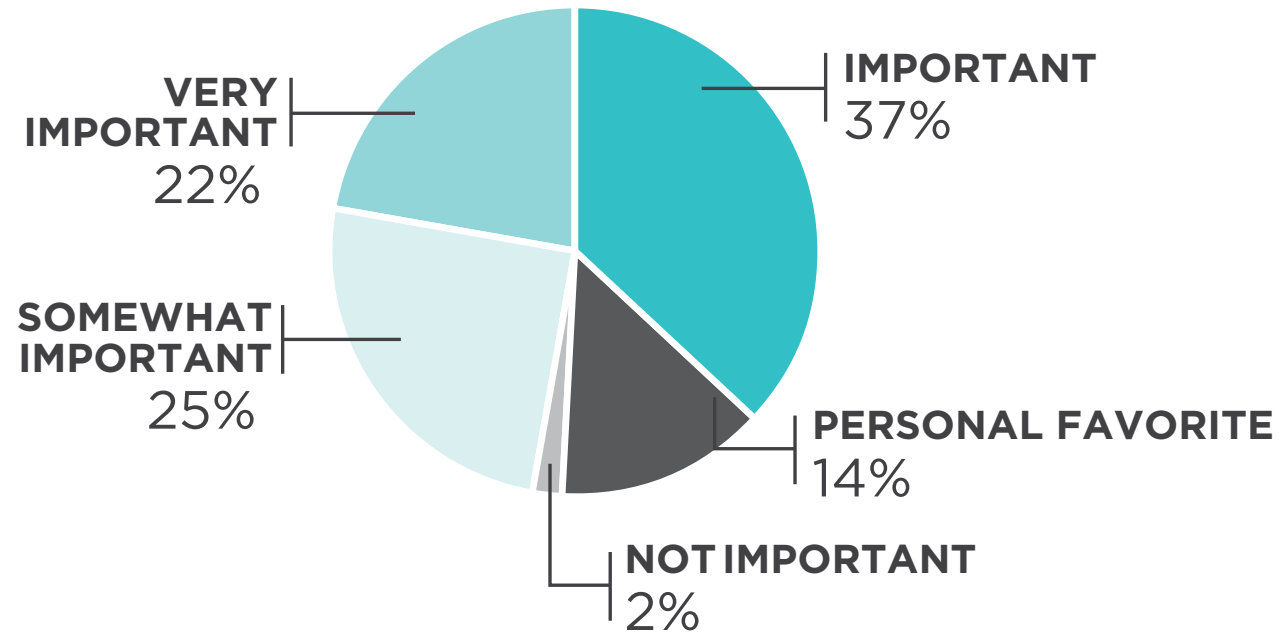
¹ NRECA Market Research Services, 2016

² BPA Brand Report, June 2022

³ Baxter Research Center study, March 2022
Readership based on mean pass-along rate (1.3)

RE Magazine vs. other trade publications

When asked, “How important is RE Magazine among the professional publications you read,” respondents replied:



Source: Baxter Research Study, March 2022

Breakout of Circulation by Job Function

JOB FUNCTION	NUMBER OF SUBSCRIBERS
Member-Elected Board of Directors	6,822
Engineering & Operations	5,976
Finance	1,286
Consumer-Member Services	1,192
GM/CEO	1,024
Legal	701
Administrative Management	559
IT	529
Communications	472
HR	327
Purchasing	315
Marketing	196

Source: BPA statement, June 2022

RE Magazine Influence and Action

After seeing an ad in RE Magazine, respondents reported one or more of the following:

** Preliminary buying behaviors include saving the ad, discussing advertised product or service with colleagues, visiting advertiser's website or contacting a salesperson.*

*** Active buying behaviors include requesting a sample, considering a purchase, recommending or purchasing the advertised product or service.*



Source: Baxter Research Study, March 2022

As a statewide manager, I read the magazine to keep up with industry news. But more importantly, it's the only publication that highlights the unique offerings and experiments taking place at co-ops across the country. It generates ideas and it strengthens our network by sharing these stories.

— Statewide Association General Manager

* Quote from RE Magazine's quarterly ad study, conducted by Baxter Research Center.

RE MAGAZINE 2023 EDITORIAL CALENDAR

DRAFT-SUBJECT TO CHANGE

ISSUE	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
	CEO Close-Up Conference	TechAdvantage Experience	Free Ad Study		Buyer's Guide	Free Ad Study
RESERVATION DEADLINE	11/23/22	01/02/23	01/26/23	02/24/23	03/27/23	04/25/23
AD MATERIAL DEADLINE	12/01/22	01/05/23	02/02/23	03/02/23	04/03/23	05/03/23
FEATURE ARTICLES	<p>Cover: Co-op Leadership on Reliability and the Energy Transition</p> <p>Feature: Co-op Workforce Challenges</p> <p>Tech:</p> <ul style="list-style-type: none"> - Annual meeting tech - Supporting remote workers - Co-op recruiting tech 	<p>Cover: New Women Co-op Leaders</p> <p>Features:</p> <ul style="list-style-type: none"> - PowerXchange/TechAdvantage Experience® preview - Rate Hikes and Rising Costs <p>Tech:</p> <ul style="list-style-type: none"> - Stray voltage - Setting demand rates - GIS 	<p>Cover: Co-ops and Growhouses</p> <p>Feature: Member Loyalty Index</p> <p>Tech:</p> <ul style="list-style-type: none"> - Consumer segmentation studies - Paperless billing tech - Heat pump programs 	<p>Cover: Governance Changing member expectations</p> <p>Feature: EV Update</p> <p>Tech:</p> <ul style="list-style-type: none"> - Electric boats and ferries - Megawatt Charging System - Grid-scale battery storage 	<p>Cover: Clean hydrogen</p> <p>Feature: EV Update</p> <p>Tech:</p> <ul style="list-style-type: none"> - Electric boats and ferries - Megawatt Charging System - Grid-scale battery storage 	<p>Cover: Community development/revitalization</p> <p>Features:</p> <ul style="list-style-type: none"> - ET&E - Touchstone Energy® 25th anniversary <p>Tech:</p> <ul style="list-style-type: none"> - Integrated vegetation management advances - RADWIND update - DERMS/energy management systems
TECH INSIGHTS Highlights how manufacturers help electric cooperatives solve challenges	Co-op Case Study Submissions Due: 09/01/21	Co-op Case Study Submissions Due: 10/01/21	Co-op Case Study Submissions Due: 11/01/21	Co-op Case Study Submissions Due: 12/01/21	Co-op Case Study Submissions Due: 01/02/22	Co-op Case Study Submissions Due: 02/01/22
NEW PRODUCTS New/enhanced products and services from trusted vendors	Product or Service Releases Due: 11/01/21	Product or Service Releases Due: 12/01/21	Product or Service Releases Due: 01/02/22	Product or Service Releases Due: 02/01/22	Product or Service Releases Due: 03/01/22	Product or Service Releases Due: 04/01/22
INFOGRAPHIC	How closing a coal plant impacts the grid	How does a heat pump work?	Serving a growhouse	How co-op governance can break down	How a hydrogen powerplant works	How IVM (integrated vegetation management) works
SPECIAL SUPPLEMENTS		Special Feature: NRECA PowerXchange (formerly NRECA Annual Meeting) and TechAdvantage® Experience "The Official" Preview Guide w/ Exhibitor List	Value-Added Service for Advertisers: Complimentary Display Advertising Readership Study by Baxter Research	Safety Products Showcase Insert	2022 RE Magazine BUYER'S GUIDE: The Purchasing Source For Electric Cooperatives! View Online Buyer's Guide: rebuyersguide.nreca.coop/	Value-Added Service for Advertisers: Complimentary Display Advertising Readership Study by Baxter Research
ADDITIONAL DISTRIBUTION <i>Event dates subject to change</i>	<p>NRECA CEO Close-up Conference Jan 8-10, 2023 Marco Island, FL</p> <p>DistribUTECH International February 7-9, 2023 San Diego, CA</p> <p>NEXT Conference (formerly NET) Feb 6-8, 2023 Bonita Springs, FL</p>	<p>NRECA PowerXchange Mar 3-8, 2023 Nashville, TN</p> <p>NRECA TechAdvantage® Experience March 5-8, 2023 Nashville, TN techadvantage.org</p>		IEEE Rural Electric Power Confer & Expo April 25-28, 2023 Cleveland, OH	<p>CONNECT Conference May 2-4, 2023 Jacksonville, FL</p> <p>UTC Telecom & Technology 2022 June 5-9, 2023 Ft. Lauderdale, FL</p>	
ESTIMATED MAIL DATE	12/23/22	01/25/23	02/23/23	03/23/23	04/25/23	05/25/23

ISSUE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
	Membership Directory		Co-op Budget Planning Time	Co-op Budget Planning Time	Co-op Budget Planning Time	Co-op Budget Planning Time
RESERVATION DEADLINE	05/25/23	06/23/23	07/25/23	08/25/23	09/26/23	10/25/23
AD MATERIAL DEADLINE	06/01/23	06/30/23	08/02/23	09/01/23	10/03/23	11/01/23
FEATURE ARTICLES	<p>Cover: Broadband</p> <p>Feature: Supply Chain Update</p> <p>Tech:</p> <ul style="list-style-type: none"> - Getting the most from a fiber network - Using a Data Strategy - Climate risks in utility planning/ops 	<p>Cover: Co-op Rising Stars</p> <p>Tech:</p> <ul style="list-style-type: none"> - Microgrids - Integrated Distributed Resource Planning (IDRP) - Smart Inverters 	<p>Cover: Project Tundra profile</p> <p>Feature: Co-op Projects and Federal Infrastructure Funds</p> <p>Tech:</p> <ul style="list-style-type: none"> - Idle line/line retirement - Geothermal generation - ITC Update 	<p>Cover: Cybersecurity</p> <p>Feature: Safety</p> <p>Tech:</p> <ul style="list-style-type: none"> - Protecting members from identity theft - Physical security - Accident investigation technologies 	<p>Cover: International</p> <p>Feature: Mutual aid - not just lineworkers</p> <p>Tech:</p> <ul style="list-style-type: none"> - Internal comms tech - EV school bus programs - Combating misinformation 	<p>Cover: Tech Trends - NRECA Research</p> <p>Feature: Co-ops and DEI/ESG</p> <p>Tech:</p> <ul style="list-style-type: none"> - Distributed intelligence - Automated load forecasts - Drones update
TECH INSIGHTS Highlights how manufacturers help electric cooperatives solve challenges	Co-op Case Study Submissions Due: 03/01/22	Co-op Case Study Submissions Due: 04/01/22	Co-op Case Study Submissions Due: 05/01/22	Co-op Case Study Submissions Due: 06/01/22	Co-op Case Study Submissions Due: 07/01/22	Co-op Case Study Submissions Due: 08/01/22
NEW PRODUCTS New/enhanced products and services from trusted vendors	Product or Service Releases Due: 05/01/22	Product or Service Releases Due: 06/01/22	Product or Service Releases Due: 07/01/22	Product or Service Releases Due: 08/01/22	Product or Service Releases Due: 09/01/22	Product or Service Releases Due: 10/01/22
INFOGRAPHIC	Energy sources and land use	How does IDRPs work?	How does carbon capture and storage work?	Substation security	Co-op mutual aid explained	How climate change impacts co-ops
SPECIAL SUPPLEMENTS	2022 MEMBERSHIP DIRECTORY of Electric Cooperatives and Affiliated Organizations (Cooperative Members, Associate Members & Affiliate Members)	Co-op Broadband Case Studies Insert	Value-Added Service for Advertisers: Complimentary Display Advertising Readership Study by Baxter Research			Value-Added Service for Advertisers: Complimentary Display Advertising Readership Study by Baxter Research
ADDITIONAL DISTRIBUTION <i>Event dates subject to change</i>	NRECA Tax, Finance & Accounting Conference for Cooperatives July 23-26, 2023 Portland, OR		<p>Regions 1&4 Sept. 6-8, 2023 Richmond, VA</p> <p>Regions 5&6 Sept. 12-14, 2023 Des Moines, IA</p> <p>Regions 7&9 Sept. 26-28, 2023 Omaha, NE</p> <p>Regions 2&3 TBD</p> <p>The Utility Expo Sept 26-28, 2023 Louisville, KY</p>	Regions 8&10 Oct. 18-20, 2023 New Orleans, LA		
ESTIMATED MAIL DATE	06/22/23	07/24/23	08/23/23	09/25/23	10/23/23	11/22/23

RE MAGAZINE PRINT ADVERTISING



RATES

PAGE LAYOUT (See diagram above)	1 X FREQUENCY RATE			6 X FREQUENCY RATE			12 X FREQUENCY RATE		
	4/Color	2/Color	B/W	4/Color	2/Color	B/W	4/Color	2/Color	B/W
A Two-Page Spread Bleed	\$11,890	\$10,090	\$8,490	\$11,330	\$9,530	\$7,930	\$10,960	\$9,160	\$7,560
B Two-Page Spread Non-Bleed	\$11,890	\$10,090	\$8,490	\$11,330	\$9,530	\$7,930	\$10,960	\$9,160	\$7,560
C Full-Page Bleed	\$5,945	\$5,045	\$4,245	\$5,665	\$4,765	\$3,965	\$5,480	\$4,580	\$3,780
D Full-Page Non-Bleed	\$5,945	\$5,045	\$4,245	\$5,665	\$4,765	\$3,965	\$5,480	\$4,580	\$3,780
E Two-Thirds Page	\$5,075	\$4,175	\$3,375	\$4,895	\$3,995	\$3,195	\$4,725	\$3,825	\$3,025
F One-Half Page Horizontal	\$4,355	\$3,455	\$2,655	\$4,225	\$3,325	\$2,525	\$4,095	\$3,195	\$2,395
G One-Half Page Island	\$4,355	\$3,455	\$2,655	\$4,225	\$3,325	\$2,525	\$4,095	\$3,195	\$2,395
H One-Third Page Vertical	\$3,640	\$2,740	\$1,940	\$3,580	\$2,680	\$1,880	\$3,450	\$2,550	\$1,750
I One-Third Page Horizontal	\$3,640	\$2,740	\$1,940	\$3,580	\$2,680	\$1,880	\$3,450	\$2,550	\$1,750
J One-Quarter Page	\$3,385	\$2,485	\$1,685	\$3,270	\$2,370	\$1,570	\$3,225	\$2,325	\$1,525
K One-Sixth Page	\$2,730	\$1,830	\$1,030	\$2,665	\$1,765	\$965	\$2,630	\$1,730	\$930
C2 Cover 2	\$7,065	\$6,165	\$5,365	\$6,825	\$5,925	\$5,125	\$6,555	\$5,655	\$4,855
C3 Cover 3	\$7,015	\$6,115	\$5,315	\$6,755	\$5,855	\$5,055	\$6,500	\$5,600	\$4,800
C4 Cover 4	\$7,870	\$6,970	\$6,170	\$7,610	\$6,710	\$5,910	\$7,325	\$6,425	\$5,625
C5 Gatefold Cover	\$21,205	\$20,305	\$19,505	\$20,060	\$19,160	\$18,360	\$18,915	\$18,015	\$17,215

SPECIAL ANNUAL ISSUES:

FEBRUARY:

Official TechAdvantage preview guide with exhibitor listings

MAY:

RE Magazine Buyer's Guide issue — The purchasing source for electric cooperatives

JULY:

Membership Directory of Electric Cooperatives and Affiliated Organizations

AUGUST:

Co-op Broadband Case Studies Insert

OCTOBER:

Operations, Safety & Maintenance issue

QUARTERLY AD STUDY

MARCH, JUNE, SEPTEMBER AND DECEMBER

Complimentary display advertising readership study conducted by Baxter Research. Companies who advertise in these issues receive a free ad study report with metrics on the effectiveness of their ad campaign with RE Magazine subscribers. Reports include direct audience feedback with comments on each ad studied. A sample study can be found here: electric.coop/advertisingperks.

ENHANCED DIGITAL PRESENCE

RE Magazine print editions, including print ads, are converted to digital PDF magazines and archived each month on cooperative.com/remagazine.

SPECS (updated 6/23/22)

DISPLAY ADVERTISING INTERIOR PAGE POSITION	TRIM SIZE	LIVE AREA
A Two-Page Spread w/Bleed*	16.125 x 10.875	15.875 x 10.625
B Two-Page Spread Non-Bleed	16.25 x 10.875	15 x 10
C Full-Page w/Bleed	8.125 x 10.875	7.875 x 10.625
D Full-Page Non-Bleed	8.125 x 10.875	7 x 10
E Two-Thirds Page	4.375 x 9.375	
F One-Half Page Horizontal	7.125 x 4.875	
G One-Half Page Island	4.625 x 7.00	
H One-Third Page Vertical	2.375 x 9.375	
I One-Third Page Square	4.875 x 4.875	
J One-Quarter Page	3.375 x 4.875	
K One-Sixth Page	2.375 x 4.875	
C Cover 2	8.125 x 10.875	7.875 x 10.625
C Cover 3	8.125 x 10.875	7.875 x 10.625
C Cover 4	8.125 x 10.875	7.875 x 10.625
C Gatefold: <i>Inquire</i>		

Please review the advertising [terms and conditions](#) before making a space reservation.

* Include 0.25" gutter area in the center of the ad. Live material should not run in the gutter. Also include a .125" bleed beyond the trim dimension.

UPLOAD MATERIAL:

<https://nreca.sendmyad.com>

COLOR:

Specify as CMYK.

GRAPHICS/IMAGES:

Must be 300 dpi or greater

FRACTIONAL ADS:

Please apply a border to any fractional ad with a white background

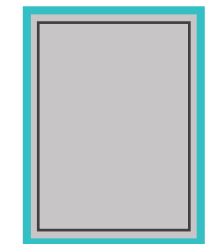
PAYMENT ADDRESS:

NRECA, PO Box 207434
Dallas, TX 75320-7434

NRECA TAXPAYER IDENTIFICATION NUMBER:

53-0116145

Cancellations must be submitted in writing and will not be accepted after the published ad reservation deadline.



Full Page

Page size: 8.375 x 11.125

Trim Size: 8.125 x 10.875

Live Area: 7.875 x 10.625

RE MAGAZINE SPONSOR CONTENT

Advertorial

Bring your company's story to life with a multi-page advertorial insert in *RE Magazine*. Associate your products with the highly respected *RE* brand, and reach our print subscriber base of 20,000 co-op employees.

What is an advertorial?

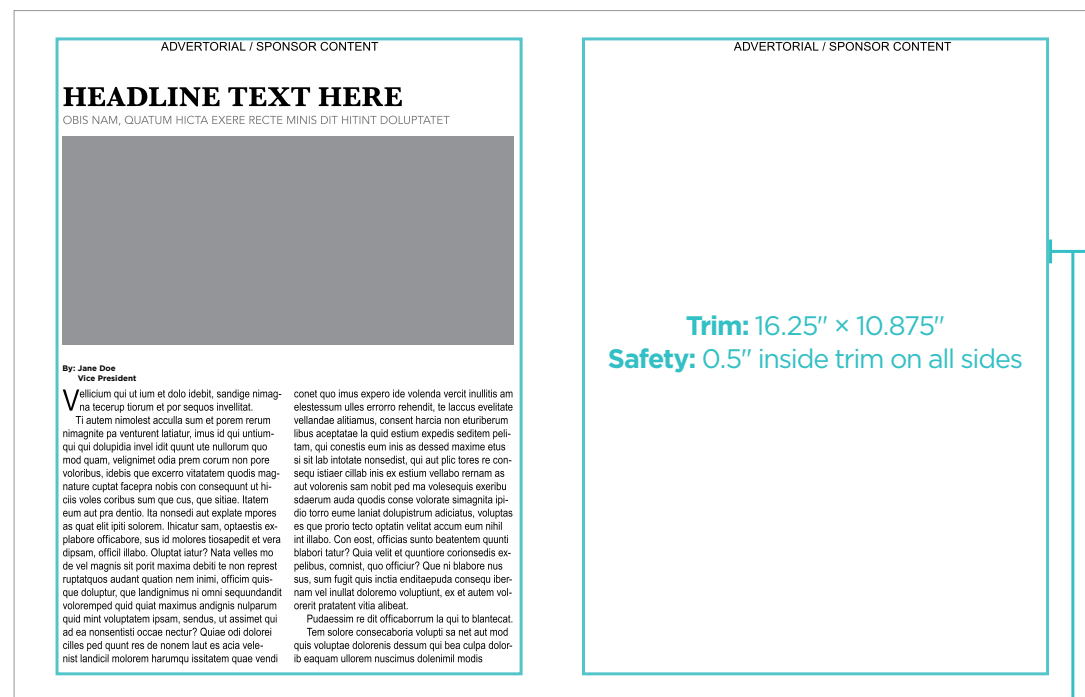
Advertorials are advertising/editorial hybrids. They look similar to a multi-page magazine article, but are written by the advertiser and contain information about a company or its products. Usually written in a journalistic or white paper style and supported with photos and graphics, advertorials engage and inspire your target audience by sharing your unique insights and experiences.

Specifications

- *RE Magazine* will provide an InDesign template for placing the "ADVERTORIAL / SPONSOR CONTENT" marker on your ad. The details for the advertorial marker are:
 - "ADVERTORIAL / SPONSOR CONTENT" centered at the top of each page.
 - 10 pt Arial font
 - This marker can be black or white text so that it is legible when placed on a photo or colored background.
- Ad dimensions: 7.125" X 9.875", no page numbers, page margins 0.50" right, left, and bottom.
- At least 70% of each page must be editorial content.
- You will be provided with the *RE* Style Guide.
- Your advertorial CANNOT contain the same font or color family as the magazine.
- The author's name, title and company name must be used as a byline for the article in the advertorial.

Editorial recommendations

- Write in third-person perspective.
- Include quotes from outside sources to support your message.
- Present ideas and solutions clearly and simply, minimizing marketing language.
- Minimize branding, pricing and other advertising content.
- Use images, graphics and infographics.
- Be a trusted resource for your readers.



Pricing:

2 Pages	\$11,750
3 Pages	\$15,500
4 Pages	\$18,450

Deadlines

After making the space reservation, the advertiser must submit a Microsoft Word document for review with the final content of the advertorial. *RE Magazine* will review your copy and give you confirmation or feedback on the content.

ISSUE	RESERVATION DEADLINE	WORD DOCUMENT WITH FINAL COPY	FINAL ARTWORK
January	11/03/22	11/10/22	11/17/22
February	12/09/22	12/16/22	12/23/22
March	12/30/22	01/06/23	01/13/23
April	01/30/23	02/06/23	02/13/23
May	03/01/23	03/08/23	03/15/23
June	04/03/23	04/10/23	04/17/23
July	05/02/23	05/09/23	05/16/23
August	06/02/23	06/09/23	06/16/23
September	07/03/23	07/10/23	07/17/23
October	08/02/23	08/09/23	08/16/23
November	09/01/23	09/08/23	09/15/23
December	10/03/23	10/10/23	10/17/23
January 2022	10/30/23	11/06/23	11/13/23

RE Magazine reserves the right to reject articles for any reason, including those that are poorly written, contain inappropriate content or do not meet stated specifications. No advertorial will be accepted that is misleading, deceitful, fraudulent, unlawful or reflects unfavorably on an individual or institution or maligns the products and/or services of another company. No more than one advertorial per issue will be accepted.

COOPERATIVE.COM DIGITAL ADVERTISING

Cooperative.com is NRECA's member website. With a wealth of resources, including a daily member-focused newswire, cooperative.com is our highest-trafficked web property.

Digital Audience

89,000 registered users

230,000+ monthly pageviews*

75,000+ e-newsletter subscribers

Google Analytics, December 2021-May 2022

Display Advertising

- All rates quoted are net.
- Banner ads appear on the homepage and news section.
- Display ads appear on desktop, tablet, and mobile devices.
- Advertisers on cooperative.com are automatically included in at least one weekly e-newsletter.

Website Advertising

AD TYPE	WEBSITE AD SIZE	RATE	BONUS! NEWSLETTER AD SIZE
Button	300 x 250 px	\$2,400/month	200 x 200 px
Leaderboard	728 x 90 px	\$2,000/month	517 x 77 px

E-newsletter Advertising

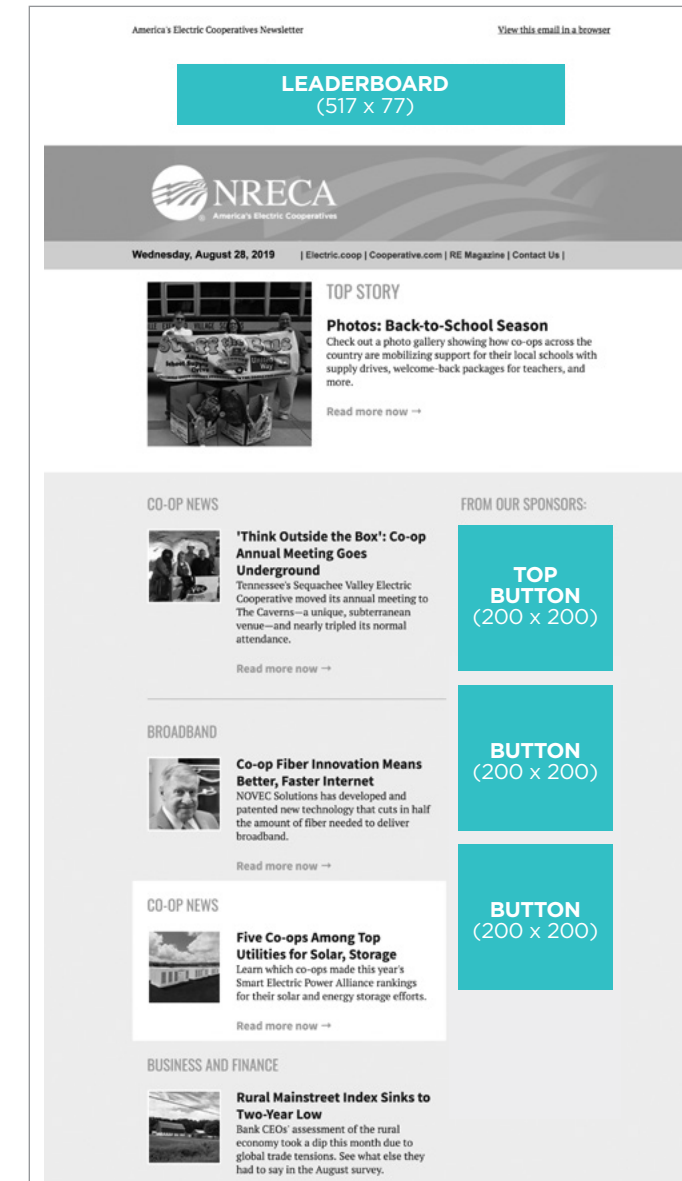
AD TYPE	NEWSLETTER SIZE	RATE
Top Button	200 x 200 px	\$1,500/week
Button	200 x 200 px	\$1,000/week

Submission Instructions:

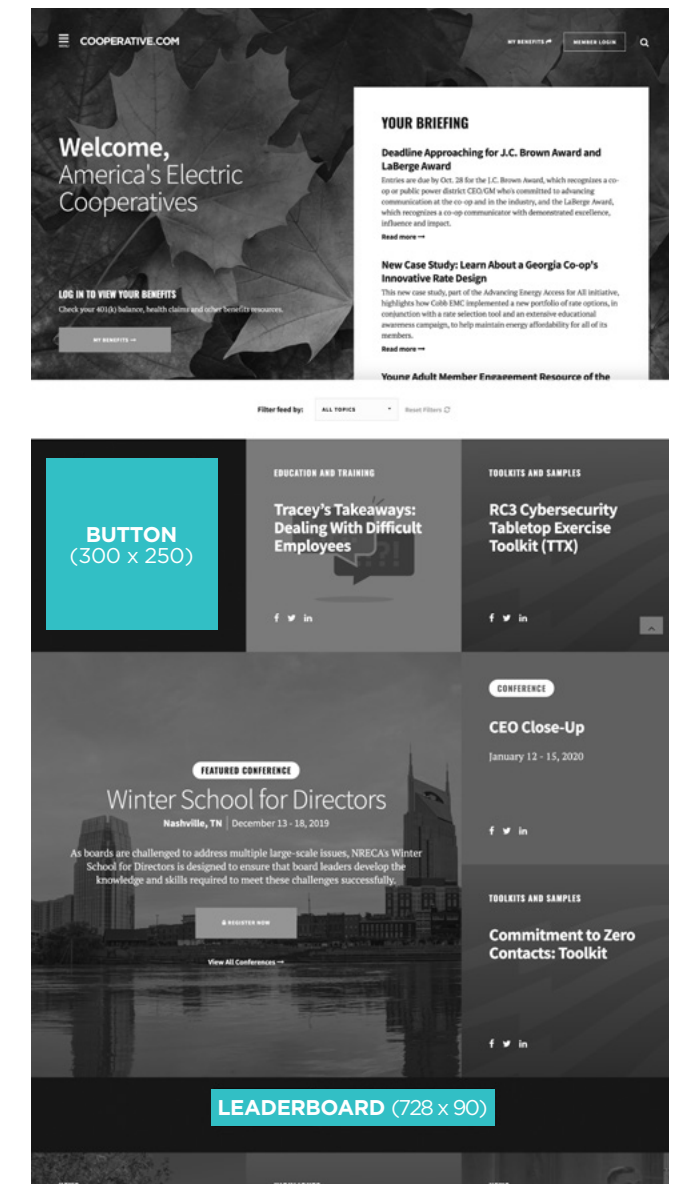
- Accepted files: jpg, png, gif.
- Click tags are not accepted.
- Do NOT hard code your links into banner ads.
- Maximum file size: 512 kb.
- Web advertisers must also submit an e-newsletter sized ad (see specs above).
- Files that are blurred, pixelated, or the copy is too small to read will be rejected.
- If your banner ad contains a white, gray, or black background, please include a uniform border surrounding the entire ad.
- If a border is used, it should be applied consistently around the entire banner
- Please review the advertising [terms and conditions](#) before making a space reservation.

Please email your ad file along with the destination URL to your account manager.

Newsletter



Website



Please visit cooperative.com to see actual website placements.

RE MAGAZINE PHOTO CHALLENGE EXCLUSIVE SPONSORSHIP

Each month, themed photo contests promote participation from electric cooperative employees across the country. Photo submissions depict things like sweeping rural landscapes, lineworkers working to keep the lights on, and co-op employees engaging with their members and their communities.

A month-long sponsorship includes numerous opportunities for company branding in and around the photo galleries. Participation will ensure that your brand receives the most exposure and your message resonates with electric cooperatives. Book today as this opportunity is limited to one sponsor per month.

Digital Audience: 80,000+ average monthly views
(includes website and e-newsletter views)

Print Audience: 23,000+ RE Magazine subscribers

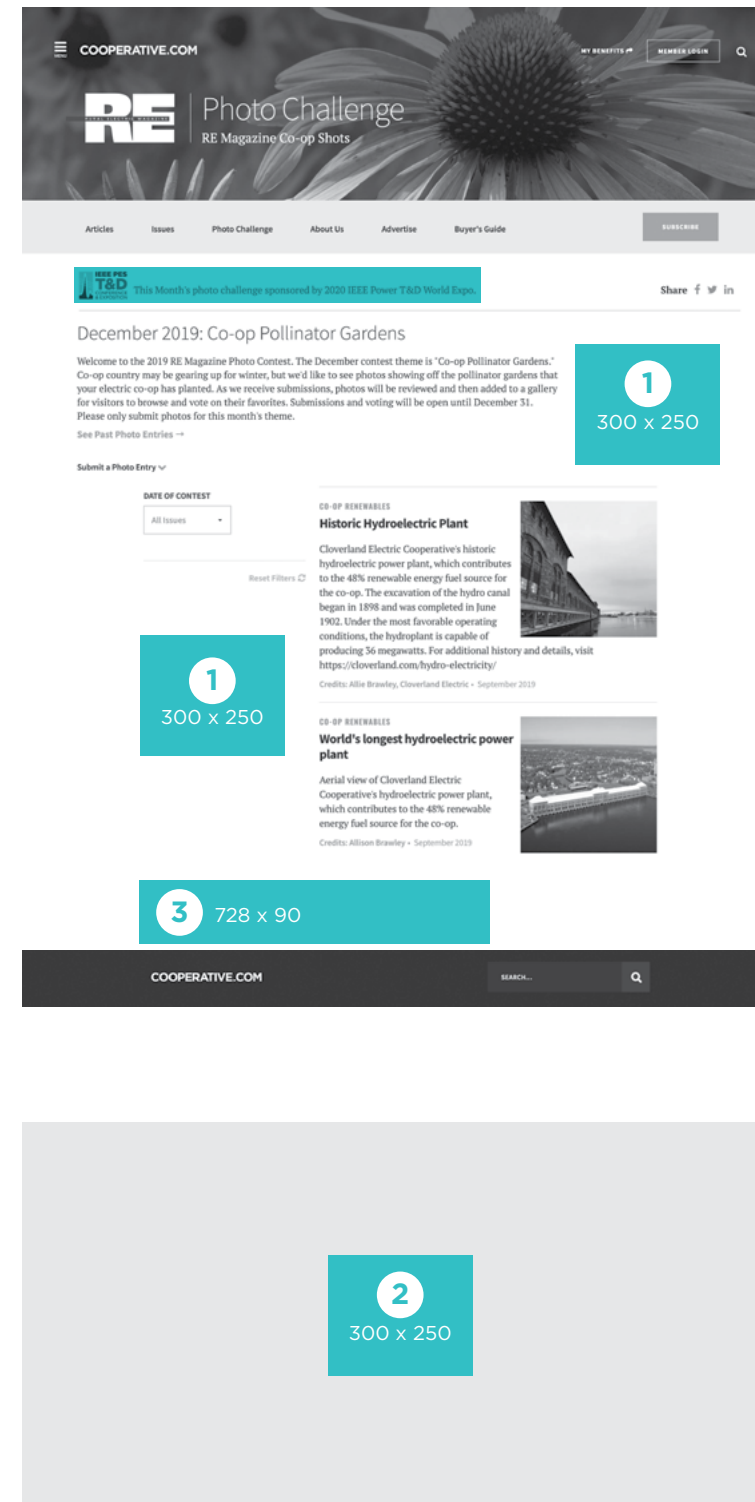
Pricing
\$3,000 per month

Specifications

AD TYPE	SIZE	PLACEMENT
Website		
1 Button	300 x 250 px	Homepage and Past Contests pages
2 Interstitial	300 x 250 px	Runs every 5 photos
3 Leaderboard	728 x 90 px	Past Contests page
Newsletter		
4 Top Leaderboard	517 x 77 px	4x in the RE newsletter
5 Button	200 x 200 px	4x in the RE newsletter
Print Edition		
6 Name & logo of sponsor*	TBD	Co-op Shots monthly feature

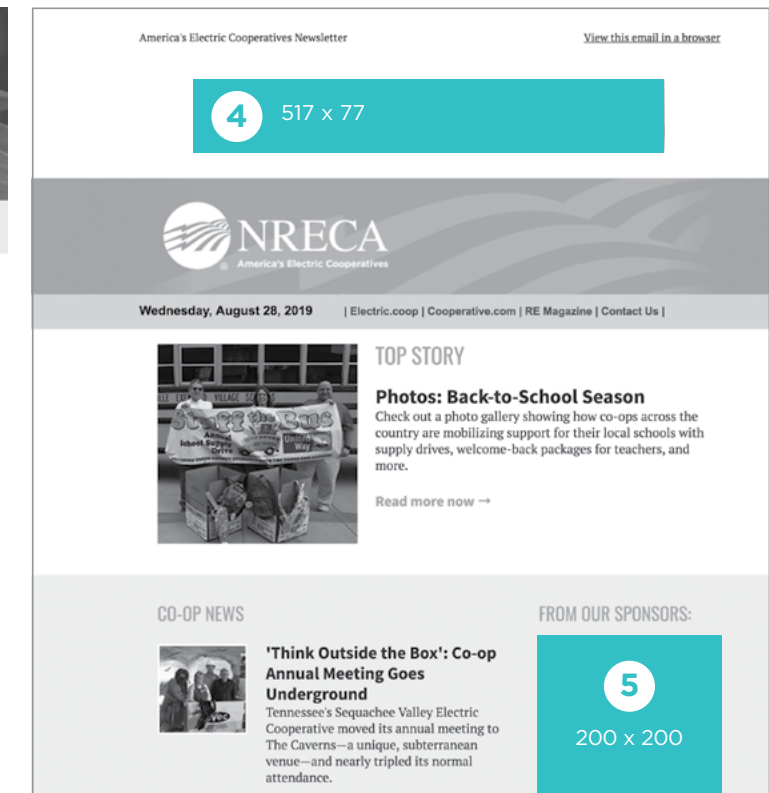
*To be used in print edition announcing the monthly photo challenge winner

Website



Please visit the photo contest gallery to see the interstitial ad:
cooperative.com/remagazine/photo-challenge

Newsletter



Print Edition





Pictured: Scot Hoffman, Along Those Lines podcast host and *RE Magazine* editor
Photo by Alexis Matsui

ALONG THOSE LINES PODCAST EXCLUSIVE SPONSORSHIP

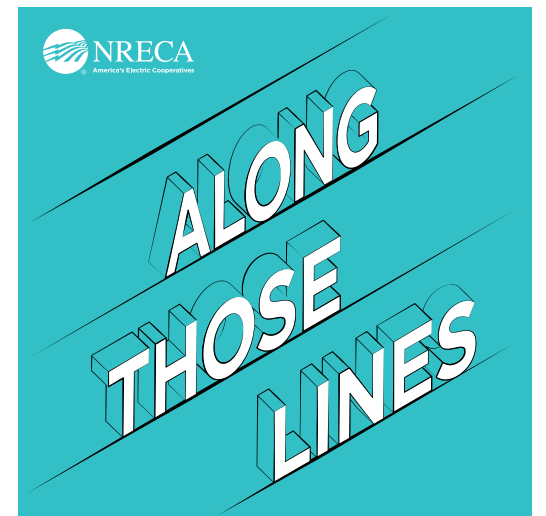
NRECA's award-winning podcast is focused on the important stories from across co-op country about the issues that matter most to rural America and the energy industry.

Podcast listeners often take action in direct response to hearing a sponsorship message:

45% visit a sponsor's website*

42% consider a new product or service*

37% gather more information about a product or company*



Podcast Advertising

Advertisers receive a variety of mentions throughout the podcast episode.

PRICE
\$3,000 per episode

EACH EPISODE INCLUDES:

- Pre-roll ad (15 seconds), placed before the show content begins.
- Mid-roll ad (30 seconds), generally placed mid-show (40-70% into content).
- End recognition and thank you from our podcast host.
- Logo branding in the episode guide page: cooperative.com/podcast



AVERAGE EPISODE DOWNLOADS:

1,428

DECEMBER 2021 - JUNE 2022

electric.coop/podcast

*IAB-Edison Research Podcast Advertising Study 2016



Photo by Stephen Reasonover

EVENT SPONSORSHIPS

Engage with NRECA and our electric cooperative members face-to-face at one or more of our annual events. Sponsorship allows you to interact with decision-makers, gain visibility in the cooperative marketplace, generate awareness, introduce products and services and build your brand.

Visit cooperative.com/sponsorships for more details.

CEO Close-Up Conference

Jan. 8 -11 | Marco Island, FL
Approx. 500 attendees
74% CEO, General Manager
26% Other Co-op Executive Staff

NRECA PowerXchange

(formerly NRECA Annual Meeting)
March 3 - 8, 2023 | Nashville, TN
Approx. 4,500 attendees
62% Board of Directors
24% Other Co-op Executive and Management Level Staff
14% CEO, General Manager

TechAdvantage® Experience

March 5 - 8, 2023 | Nashville, TN
Approx. 900 attendees
52% Engineering and Operations Staff
23% Information Technology Staff
10% Supply Chain Management Staff
15% Other Co-op Staff

Directors Conference

Feb. 4 - 7, 2023 | Kansas City, MO
Approx. 650 attendees
95% Board of Directors
5% Other Co-op Staff

CONNECT Conference

May 2 - 4, 2023 | Jacksonville, FL
Approx. 500 attendees
65% Marketing and Communications Staff
23% Member Services Staff
12% Other Communications Staff

INTERACT

July 17-19, 2023 | Omaha, NE
Aug. 7-9, 2023 | Tampa, FL
Approx. 450 attendees per location
60% Director and Management Level
Human Resources Staff
17% Administration Staff
13% Accounting Staff
10% Other Co-op Staff

Tax, Finance & Accounting Conference for Cooperatives

July 23-26 | Portland, OR
Approx. 500 attendees
NRECA and NSAC Members
55% Electric Co-op Specific Accountants
30% Non-Electric Co-op Accountants
15% Other Electric Co-op Staff

Regional Meetings

Regions 1&4 | Sept. 6-8, 2023 | Richmond, VA
Regions 5&6 | Sept. 12-14, 2023 | Des Moines, IA
Regions 7&9 | Sept. 26-28, 2023 | Omaha, NE
Regions 2&3 TBD

Regions 8&10 | Oct. 18-20, 2023 | New Orleans, LA
From 700-1,200 attendees per location
70% Board of Directors
30% Other Co-op Staff

PowerUP Conference

Date and location TBD
Approx. 300 attendees
76% Administrative Staff
24% Other Co-op Staff

Dates are subject to change.

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